

February 2015 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 5.3% statewide in February 2015 from February 2014.
 - US **occupancy** increased 3.2% in February 2015 from February 2014.
 - South Atlantic states **occupancy** increased 4.3% in February 2015 from February 2014.
- February 2015 **room rates (ADR)** in North Carolina were up 4.2%.
 - **Room rates** in the US increased 4.7% from February 2014.
 - **Room rates** in the South Atlantic states increased 6.1% from February 2014.
- Statewide, **RevPAR** was up 9.7% from February of 2014.
 - US **RevPAR** increased 8.0% from February 2014.
 - South Atlantic **RevPAR** increased 10.7% from February 2014.
- **Room Supply** increased by 0.5% in the state from February 2014 to February 2015.
 - US **room supply** increased 1.0% in February 2015
 - South Atlantic **room supply** was up 1.0% from February 2014 to February 2015.
- **Room Demand** increased 5.8% in the state from February 2014 to February 2015.
 - **Room demand** in the US increased 4.3% in February 2015 from February 2014.
 - **Room demand** in the South Atlantic increased 5.3% in February 2015 from February 2014.
- North Carolina **room revenues** increased 10.2% in February 2015.
 - **Room revenues** in the US increased 9.1% from February 2014 to February 2015.
 - **Room revenues** in the South Atlantic increased 11.8% from February 2014 to February 2015.

Regional

- Six of the eight prosperity zones of the state showed increases in **occupancy** rates for February 2015 from February 2014, particularly the Western (+10.8%), Southwest (+9.4%) and Northwest (+9.0%) regions.
 - Western Region +10.8%
 - Northwest Region +9.0%
 - Southwest Region +9.4%
 - Piedmont Triad Region +1.6%
 - North Central Region +5.3%
 - Sandhills Region -0.8%
 - Northeast Region +3.1%
 - Southeast Region -1.5%
- Six of the eight zones experienced increased **ADR** in February 2015 from February 2014. ADR in the Southwest Region had the largest increase (6.6%) from last February, followed by the Western Region (+5.7%).
 - Western Region +5.7%
 - Northwest Region +0.3%
 - Southwest Region +6.6%
 - Piedmont Triad Region +1.4%
 - North Central Region +4.1%
 - Sandhills Region -0.4%
 - Northeast Region +4.3%
 - Southeast Region -1.1%
- **RevPAR** was up in six of the eight prosperity zones of the state for February 2015 from February 2014. The Western and Southwest regions experienced double-digit growth.
 - Western Region +17.1%
 - Northwest Region +9.3%
 - Southwest Region +16.7%
 - Piedmont Triad Region +3.0%
 - North Central Region +9.6%
 - Sandhills Region -1.1%
 - Northeast Region +7.5%
 - Southeast Region -2.6%
- **Room Supply** was up in six of the eight of the prosperity zones of the state for February 2015 from February 2014, particularly in the Northwest Region.
 - Western Region -1.4%
 - Northwest Region +3.1%
 - Southwest Region +0.3%
 - Piedmont Triad Region +0.2%
 - North Central Region +0.9%
 - Sandhills Region +0.8%
 - Northeast Region 0.0%
 - Southeast Region +1.2%
- **Room Demand** was up in six of the prosperity zones of the state for February 2015 from 2014. The Northwest Region in particular had significant growth in demand, with more than 12 percent growth, followed by the Southwest (+9.8%) and Western (+9.3%) regions.
 - Western Region +9.3%
 - Northwest Region +12.4%
 - Southwest Region +9.8%
 - Piedmont Triad Region +1.8%
 - North Central Region +6.2%
 - Sandhills Region 0.0%
 - Northeast Region +3.1%
 - Southeast Region -0.3%
- **Room Revenues** were up in six of the prosperity zones of the state for February 2015 from 2014. The Southwest, Western, Northwest and North Central regions had double-digit revenue growth.
 - Western Region +15.5%
 - Northwest Region +12.8%
 - Southwest Region +17.0%
 - Piedmont Triad Region +3.2%
 - North Central Region +10.6%
 - Sandhills Region -0.4%
 - Northeast Region +7.5%
 - Southeast Region -1.4%

Year-To-Date (through February 2015) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 5.9% statewide YTD (through February) 2015.
 - The US **occupancy** is up 3.7% in 2015 from 2014.
 - The South Atlantic states **occupancy** is up 4.9% in 2015 from 2014.
- YTD **room rates (ADR)** in North Carolina are up 4.1%.
 - The US **ADR** is up 4.5% in 2015 from 2014.
 - The South Atlantic states **ADR** is up 5.8% in 2015 from 2014.
- Statewide, **RevPAR** is up 10.3% year-to-date.
 - Nationally, **RevPAR** is also up 8.3% in 2015 from 2014.
 - The South Atlantic states **RevPAR** is up 11.0% in 2015 from 2014.
- **Room Supply** is up 0.4% in the state year-to-date.
 - Nationally, **room supply** is also up 1.0% in 2015 from 2014.
 - The South Atlantic states **room supply** is up 1.0% in 2015 from 2014.
- **Room Demand** is up 6.4% in the state year-to-date.
 - Nationally, **room demand** is also up 4.7% in 2015 from 2014.
 - The South Atlantic states **room demand** is up 6.0% in 2015 from 2014.
- North Carolina **room revenues** are up 10.7% year-to date.
 - Nationally, **room revenues** are also up 9.4% in 2015 from 2014.
 - The South Atlantic states **room revenues** are up 12.2% in 2015 from 2014.

Regional

- **Occupancy** in each of the eight prosperity zones of the state is up year-to-date (through February).
 - Western Region +12.2%
 - Northwest Region +5.5%
 - Southwest Region +6.7%
 - Piedmont Triad Region +5.1%
 - North Central Region +5.0%
 - Sandhills Region +1.5%
 - Northeast Region +7.2%
 - Southeast Region +3.9%
- **ADR** in seven of the eight prosperity zones is up year-to-date through February. The Southeast Region ADR change from year-to-date 2014 is flat.
 - Western Region +6.3%
 - Northwest Region +1.5%
 - Southwest Region +5.1%
 - Piedmont Triad Region +3.7%
 - North Central Region +4.3%
 - Sandhills Region +1.1%
 - Northeast Region +4.7%
 - Southeast Region -0.1%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state. Three regions have double-digit growth year-to-date (Western, Southwest and Northeast).
 - Western Region +19.3%
 - Northwest Region +7.1%
 - Southwest Region +12.2%
 - Piedmont Triad Region +9.0%
 - North Central Region +9.5%
 - Sandhills Region +2.6%
 - Northeast Region +12.2%
 - Southeast Region +3.7%
- **Room Supply** is up in five of the prosperity zones year-to-date through February.
 - Western Region -1.4%
 - Northwest Region +3.2%
 - Southwest Region +0.3%
 - Piedmont Triad Region -0.2%
 - North Central Region +0.9%
 - Sandhills Region +0.8%
 - Northeast Region 0.0%
 - Southeast Region +1.7%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through February, particularly in the Western Region.
 - Western Region +10.6%
 - Northwest Region +8.9%
 - Southwest Region +7.1%
 - Piedmont Triad Region +4.9%
 - North Central Region +5.9%
 - Sandhills Region +2.3%
 - Northeast Region +7.2%
 - Southeast Region +5.6%
- **Room Revenues** are up in each of the prosperity zones year-to-date through February. Revenues in four of the regions are up more than ten percent.
 - Western Region +17.6%
 - Northwest Region +10.6%
 - Southwest Region +12.5%
 - Piedmont Triad Region +8.8%
 - North Central Region +10.5%
 - Sandhills Region +3.4%
 - Northeast Region +12.2%
 - Southeast Region +5.5%

North Carolina Prosperity Zones

Western Region -	Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, Polk, Rutherford, Swain, Transylvania
Northwest Region -	Alleghany, Ashe, Alexander, Avery, Burke, Caldwell, Catawba, McDowell, Mitchell, Watauga, Wilkes, Yancey
Southwest -	Anson, Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanly, Union
Piedmont-Triad (Central) -	Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, Surry, Yadkin
North Central -	Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person, Vance, Wake, Warren
Sandhills (South Central) -	Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, Scotland
Northeast -	Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Edgecombe, Gates, Halifax, Hertford, Hyde, Martin, Nash, Northampton, Pasquotank, Perquimans, Pitt, Tyrrell, Washington, Wilson
Southeast -	Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne